

To: WAAF/WAAF HD-1 Westborough MA
WKAF/WKAF-HD-1 Brockton MA
Public File

From: Kerry Popp, Producer
Phil Zachary, VP/Market Manager, Entercom- Boston

Re: Public Affairs Quarterly Report

For: 1st Quarter 2015 (January-March)

Date: April 6, 2015

This quarter, WAAF identified the following as community issues:

1. **Arts & Culture**
2. **Community Awareness**
3. **Current Events**
4. **Education**
5. **Health**
6. **History/Politics**
7. **Personal Well-Being**

WAAF devoted an average of 620 minutes per week this quarter for public affair issues. WAAF identified these issues through on-air awareness, fundraising, and WAAF's public affairs program, Q&A. The following is a complete list of topics aired during the 1st Quarter of 2015.

1. **Arts & Culture** - Includes the issues of literature, beauty industry, filmmaking, and photography.
2. **Community Awareness** - Includes the issues of politics, nature conservation, and social issues.
3. **Current Events** - Includes the issues of mediating conflict and the opportunity gap.
4. **Education** - Includes the issue of politics in education.
5. **Health** - Includes the issues of emotional health, alcohol abuse, voice activated technology, heart health, sexual health, self-esteem, hormone therapy, prescription drugs, cervical cancer, prostate cancer, and colorectal cancer.
6. **History/Politics** - Includes the issues of school desegregation, local political figure, the plight of black women, and archaeology.

7. Personal Well-Being - Includes the issues of exercise, financial stability, personal success, diet/nutrition, physical rehabilitation, the importance of sleep, weight loss, children's eye health, time management, and digestive health.

**Public Affairs Report Sorted By Issue For
The 1st Quarter of 2015 (January-March)**

ARTS & CULTURE

Topic: A Conversation with Mystery Writer Linda Barnes

Program: Commonwealth Journal

Guest: Linda Barnes, Author of The Perfect Ghost

Length: 27:24

Aired: January 4, 2015, 6:00 AM

Topic: The Beauty Experiment

Program: Commonwealth Journal

Guest: Phoebe Baker Hyde, Author of The Beauty Experiment: How I Skipped Lipstick, Ditched Fashion, Faced the World without Concealer, and Learned to Love the Real Me

Length: 28:31

Aired: January 25, 2015, 6:00 AM

Topic: Collecting Black Americana

Program: Commonwealth Journal

Guest: Chico Colvard, Filmmaker of documentary "Black Americana: A Love Story"

Length: 28:25

Aired: February 22, 2015, 6:00 AM

Topic: Heal This Way

Program: Commonwealth Journal

Guest: Tracey B. Wilson, Official Tour Photographer for Lady Gaga

Length: 28:45

Aired: March 29, 2015, 6:00 AM

COMMUNITY AWARENESS

Topic: A Conversation with Paul Guzzi of the Greater Boston Chamber of Commerce

Program: Commonwealth Journal

Guest: Paul Guzzi, CEO of the Greater Boston Chamber of Commerce

Length: 28:54

Aired: February 1, 2015, 6:00 AM

Topic: When to Fight Nature, When Not to Fight Nature

Program: Commonwealth Journal

Guest: Sarah Oktay, Director of UMass Boston's Nantucket Field Station

Length: 28:25

Aired: March 1, 2015, 6:00 AM

Topic: Working Toward Social Racial and Gender Equality in Boston

Program: Commonwealth Journal

Guest: Sylvia Ferrell Jones, President & Chief Executive Officer of YW Boston

Length: 28:25

Aired: March 15, 2015, 6:00 AM

CURRENT EVENTS

Topic: Mediating Conflict

Program: Commonwealth Journal

Guests: Eben Weitzman, Faculty at UMass Boston, Human Security and Global Governance; Darren Kew, Faculty at UMass Boston, Conflict and Democracy

Length: 28:20

Aired: February 8, 2015, 6:00 AM

Topic: Closing the Opportunity Gap

Program: Commonwealth Journal

Guest: Mark Edwards, Executive Director of Opportunity Nation

Length: 27:45

Aired: February 15, 2015, 6:00 AM

EDUCATION

Topic: Turmoil and Transition in Boston

Program: Commonwealth Journal

Guest: Lawrence DiCara, Author of Turmoil and Transition in Boston: A Political Memoir from the Busing Era

Length: 28:25

Aired: March 8, 2015, 6:00 AM

HEALTH

Topic: This Healthy World

Program: Project Health Radio

Guests: Diane Kohl, Author of Tears Are Truth...Waiting to be Spoken; Randy Havison, Alcohol Abuse Counselor; Brian Lacorwick, President and CEO of Audio Point (voice activated technology)

Length: 28:30

Aired: January 18, 2015, 5:30 AM

Topic: The Healthy Heart

Program: Project Health Radio

Guests: Dr. George Kondos, Cardiologist on benefits of a coronary heart scan; Lou Canellas, TV and Radio Personality on his experience with heart scan; Dr. Neesa Goldberg, NYU Cardiologist and Spokesperson for American Heart Association

Length: 28:30

Aired: February 8, 2015, 5:30 AM

Topic: Women's World

Program: Project Health Radio

Guests: Dr. Christopher Jane of the Center for Women's Sexual Health in Austin, Texas on the HPV vaccine; Dr. Stephanie Dylan, Author of The Woman's Guide to Total Self Esteem; Dr. Andrew Jones, Chief Advisor to ditchthepill.org

Length: 28:30

Aired: February 22, 2015, 5:30 AM

Topic: A New Look at Health Issues

Program: Project Health Radio

Guests: Dr. Robert Goldberg, Co-founder and Vice President of the Center for Medicine in the Public Interest on what drugs work for people; Dr. Kevin Alt, Gynecologist and Associate Professor at Emory University on cervical cancer; Dr. Seth Baum, Cardiologist and Author of Age Strong, Live Long on heart health

Length: 28:30

Aired: March 8, 2015, 5:30 AM

Topic: Cancer: Early Detection

Program: Project Health Radio

Guests: Dr. Durado Brooks, Director of Prostate and Colorectal Cancers at the American Cancer Society's national office; Dr. Rick Haupt of Merck Industries on cervical, prostate, and colorectal cancers

Length: 28:30

Aired: March 29, 2015, 5:30 AM

HISTORY/POLITICS

Topic: Reflecting on the 40th Anniversary of the School Desegregation Plan

Program: Commonwealth Journal

Guest: Henry Allen, Resident, Parent, and Activist

Length: 28:32

Aired: January 11, 2015, 6:00 AM

Topic: Joe Moakley's Journey

Program: Commonwealth Journal

Guest: Mark Robert Schneider, Author of Joe Moakley's Journey: From South Boston to El Salvador

Length: 27:53

Aired: January 18, 2015, 6:00 AM

Topic: The Plight of Black Women, Part One

Program: Commonwealth Journal

Guests: Dr. Barbara Lewis, Director of the Trotter Institute at UMass Boston; Professor Ester Shapiro, Psychology Department at UMass Boston

Length: 28:30

Aired: March 15, 2015, 5:30 AM

Topic: The Death of Pre-History

Program: Commonwealth Journal

Guest: Stephen Mrosowski, Director of the Fiske Center for Archaeological Research

Length: 28:05

Aired: March 15, 2015, 6:00 AM

PERSONAL WELL-BEING

Topic: Building A Better You

Program: Project Health Radio

Guests: Dr. Cedric Bryant on greening up your workout; Richard St. John, Author of Stupid, Ugly, Unlucky and Rich; David Niven, Author of Simple Secrets to Become Healthy, Wealthy, and Wise

Length: 28:30

Aired: January 4, 2015, 5:30 AM

Topic: Diet and Exercise

Program: Project Health Radio

Guests: Scott Abbott, Author of Hard Body Success; Tony Garafalo, Director at Accelerated Rehab Centers in Illinois; Doug Englesby, the Vitamin Professor of Nutratech

Length: 28:30

Aired: January 11, 2015, 5:30 AM

Topic: The Big Sleep

Program: Project Health Radio

Guests: Dr. Michael Breus, Senior Vice President of Clinical Operations at Phoenix Sleep and resident sleep expert on WebMD.com; Denise Foley, Editor at Large for Prevention Magazine

Length: 28:30

Aired: January 25, 2015, 5:30 AM

Topic: Weighty Issues

Program: Project Health Radio

Guests: Dr. Barry Sears, Author of The Zone books series; Petter Etholm, CEO at Zone Labs

Length: 28:30

Aired: February 1, 2015, 5:30 AM

Topic: The Maintenance Department

Program: Project Health Radio

Guests: Denise Foley, Editor-at-Large of Prevention Magazine on women's health; Peter Moore, Editor of Men's Health Magazine on men's health; Dr. Joel Fuhrman, Family Physician on healthy tips for everyone; Dr. Gordon Nuber, Professor of Clinical Orthopedic Surgery at Northwestern University Medical School on exercising properly

Length: 28:30

Aired: March 1, 2015, 5:30 AM

Topic: Children's Eye Health, Time Management, Digestive Health

Program: Project Health Radio

Guests: Bill Nye, TV Host of "Bill Nye The Science Guy" on children and Computer Vision Syndrome (CVS); Heather Reider, Author on better time management; Carolyn O'Neil, Registered Dietician on digestive health

Length: 28:30

Aired: March 15, 2015, 5:30 AM

COMMUNITY FORUM

Topic: Be Car Care Aware

Organization: Car Care Council

Time: 00:30

Aired: January 4, 2015

Topic: The Importance of Saving for College Early

Organization: College Savings Plan Network

Time: 00:30

Aired: January 4, February 1, 8, March 15, 2015

Topic: CPR Certification Course

Organization: Health Ed of New England

Time: 00:30

Aired: January 4, 11, 18, 2015

Topic: 2015 Samuel J. Heyman Service to America Medal

Organization: Partnership for Public Service

Time: 00:30

Aired: January 4, 11, 2015

Topic: News for Older Americans

Organization: US Administration on Aging

Time: 00:60

Aired: January 11, 2015

Topic: Dog Adoption

Organization: Greyhound Friends

Time: 00:30

Aired: January 11, 25, 2015

Topic: Volunteers Needed

Organization: Horizons for Homeless Children

Time: 00:60

Aired: January 18, 2015

Topic: The Right Dog

Organization: Baypath Humane Society

Time: 00:30

Aired: January 18, 2015

Topic: This Winter We're Thinking Sunshine

Organization: Fresh Air Fund

Time: 00:60

Aired: January 25, 2015

Topic: The Power of 39 Walk to End Breast Cancer

Organization: Avon Foundation for Women

Time: 00:30

Aired: January 25, March 15, 2015

Topic: Healthy Living

Organization: Weight-Control Information Network

Time: 00:30

Aired: January 25, 2015

Topic: 10 Resolutions For A Safe, Scam-Free New Year

Organization: Better Business Bureau

Time: 01:30

Aired: February 1, 2015

Topic: Jimmy Fund Snow Challenge Ski and Snowboard Event

Organization: Dana-Farber Cancer Institute and the Jimmy Fund

Time: 00:15

Aired: February 1, 8, 2015

Topic: Be Car Care Aware

Organization: Car Care Council

Time: 00:30

Aired: February 1, 15, March 15, 2015

Topic: New Website to Make the 2015 Tax Season Easier

Organization: Better Business Bureau

Time: 00:60

Aired: February 8, 2015

Topic: Thousands to Walk in Boston for MS

Organization: National Multiple Sclerosis Society

Time: 00:30

Aired: February 8, March 1, 8, 2015

Topic: February is Heart Health Month

Organization: American Heart Association, Entercom

Time: 00:60

Aired: February 15, 2015

Topic: Veterans Career Fair

Organization: Recruit Military

Time: 00:30

Aired: February 15, 22, March 8, 22, 2015

Topic: Reflux Disease is No Laughing Matter

Organization: Esophageal Cancer Action Network (ECAN)

Time: 00:30

Aired: February 15, March 8, 2015

Topic: New Site to Help New Englanders Brave Before, After, During the Storm

Organization: Better Business Bureau

Time: 00:60

Aired: February 22, 2015

Topic: CPR AED Certification Course

Organization: Health Ed of New England

Time: 00:30

Aired: February 22, 2015

Topic: Barron Prize Seeks Nominations

Organization: Gloria Barron Prize for Young Heroes

Time: 00:30

Aired: February 22, March 1, 2015

Topic: How to Steer Clear of Snow Removal Scams

Organization: Better Business Bureau

Time: 00:60

Aired: March 1, 2015

Topic: Statewide Breast Cancer Swim, Kayak, Walk, or Run Events

Organization: Massachusetts Breast Cancer Coalition

Time: 00:30

Aired: March 1, 2015

Topic: Top Scams of 2014

Organization: Better Business Bureau

Time: 00:60

Aired: March 8, 2015

Topic: Dental Hygiene

Organization: American Dental Association, Entercom

Time: 00:30

Aired: March 15, 22, 2015

Topic: Dana-Farber Rink Rats to Play Boston Bruins Alumni in Hockey Fundraiser

Organization: Dana-Farber Cancer Institute and the Jimmy Fund

Time: 00:30

Aired: March 22, 2015

Topic: Walk for Hunger

Organization: Project Bread

Time: 00:30

Aired: March 22, 29, 2015

Topic: Hop to It! Adopt-A-Manatee for Easter

Organization: Save the Manatee Club

Time: 00:30

Aired: March 29, 2015

Topic: Rally for the Jimmy Fund While You Cheer for the Red Sox

Organization: Dana-Farber Cancer Institute and the Jimmy Fund

Time: 00:30

Aired: March 29, 2015

Topic: New Resource for Homeowners

Organization: Better Business Bureau

Time: 00:60

Aired: March 29, 2015

PUBLIC SERVICE ANNOUNCEMENTS

Topic: Someday

Organization: Social Security Administration

Time: 00:30

Aired: 1/4/15, 1/25/15, 3/22/15

Topic: Skin's Appearance

Organization: Allergan

Time: 00:60

Aired: 1/4/15, 3/8/15

Topic: Healthy Scalp

Organization: Head & Shoulders

Time: 00:60

Aired: 1/4/15, 2/22/15

Topic: Lumbar Spinal Stenosis—Spinal Fusion Surgery

Organization: Stabilimax

Time: 00:60

Aired: 1/4/15

Topic: Imagine

Organization: St. Jude Children's Research Hospital

Time: 00:30

Aired: 1/4/15, 2/1/15

Topic: Don't Be Blind to Diabetes

Organization: American Diabetes Association

Time: 00:60

Aired: 1/4/15, 2/8/15, 2/22/15, 3/15/15

Topic: Veterans Crisis Line

Organization: US Department of Veterans Affairs

Time: 00:30

Aired: 1/4/15, 3/22/15

Topic: Spay or Neuter

Organization: People for the Ethical Treatment of Animals (PETA)

Time: 00:30

Aired: 1/11/15, 1/18/15, 2/15/15, 2/22/15

Topic: Imagine

Organization: St. Jude Children's Research Hospital

Time: 00:20

Aired: 1/11/15, 1/18/15, 3/1/15

Topic: Aphrodite's Spa—Check Yearly, See Clearly

Organization: AARP, Vision Council

Time: 00:30

Aired: 1/11/15, 1/18/15, 2/1/15, 2/8/15

Topic: Samuel L. Jackson—Pediatric Cancer

Organization: Stand Up to Cancer, St. Baldrick's Foundation

Time: 00:30

Aired: 1/11/15, 2/22/15, 3/29/15

Topic: Lisa Edelstein—Choosing Healthy Foods

Organization: The Cancer Project

Time: 00:30

Aired: 1/18/15

Topic: Rusty Wallace—You're the Professional/Buckle Up

Organization: US Department of Transportation

Time: 00:30

Aired: 1/18/15

Topic: Chronic Fatigue Syndrome

Organization: Centers for Disease Control and Prevention, US Department of Health and Human Services

Time: 00:30

Aired: 1/18/15, 3/1/15

Topic: Imagine

Organization: St. Jude Children's Research Hospital

Time: 00:60

Aired: 1/25/15, 2/15/15

Topic: Animals Need Friends

Organization: People for the Ethical Treatment of Animals (PETA)

Time: 00:30

Aired: 1/25/15

Topic: Stroke Warnings

Organization: American Heart Association
Time: 00:60
Aired: 1/25/15

Topic: Invasive Fungal Infection
Organization: Schering Plough
Time: 00:60
Aired: 1/25/15

Topic: Paramedic—Heart Attack Warning Signs
Organization: American Heart Association
Time: 00:60
Aired: 1/25/15

Topic: Protect Yourself—Everyday Choices
Organization: American Cancer Society, American Diabetes Association, American Heart Association
Time: 00:60
Aired: 1/25/15, 2/15/15 (x2)

Topic: Real Life, Real Love
Organization: People for the Ethical Treatment of Animals (PETA)
Time: 00:30
Aired: 1/25/15

Topic: Mike Farrell—Youth Violence
Organization: People for the Ethical Treatment of Animals (PETA)
Time: 00:30
Aired: 2/1/15, 2/15/15, 3/1/15, 3/15/15

Topic: Childhood Obesity
Organization: Centers for Disease Control and Prevention, US Department of Health and Human Services
Time: 00:30
Aired: 2/1/15, 3/15/15

Topic: Joan Rivers—Beauty is Bone Deep, Osteoporosis
Organization: American Academy of Orthopaedic Surgeons
Time: 00:30
Aired: 2/8/15, 3/15/15

Topic: A Baby's Story
Organization: March of Dimes
Time: 00:15
Aired: 2/8/15, 3/8/15

Topic: Give New Pets a Healthy Head Start
Organization: American Veterinary Medical Association
Time: 00:30
Aired: 2/8/15, 3/8/15

Topic: Sandra Lee—RA in the Kitchen Campaign
Organization: Bristol Myer Squibb
Time: 00:60
Aired: 2/8/15

Topic: Stroke Awareness
Organization: American Stoke Association
Time: 00:60
Aired: 2/15/15

Topic: Stroke Awareness
Organization: American Stoke Association
Time: 00:15
Aired: 2/15/15 (x2)

Topic: Reduce. Relight. Recycle.
Organization: Compact Fluorescent Lightbulb Recycling, National Electrical Manufacturers Association
Time: 00:30
Aired: 2/15/15

Topic: Listen to Your Mom
Organization: American Heart Association
Time: 00:30
Aired: 2/15/15

Topic: Angina
Organization: PLC Medical Systems
Time: 00:60
Aired: 2/15/15

Topic: ADHD Support
Organization: Shire Pharmaceuticals
Time: 01:20
Aired: 3/1/15

Topic: COPD
Organization: Pfizer
Time: 00:60
Aired: 3/8/15

Topic: Bunco Championship Fundraiser

Organization: Prilosec OTC

Time: 00:60

Aired: 3/8/15

Topic: Digestive Health

Organization: Plum Smart juice

Time: 00:60

Aired: 3/15/15

Topic: Morgan Freeman—Colorectal Cancer

Organization: Centers for Disease Control and Prevention, US Department of Health and Human Services

Time: 00:30

Aired: 3/29/15

Topic: Dental Health

Organization: American Association of Orthodontists

Time: 00:60

Aired: 3/29/15

Topic: Morgan Freeman—Colorectal Cancer

Organization: Centers for Disease Control and Prevention, US Department of Health and Human Services

Time: 00:15

Aired: 3/29/15

Topic: Morgan Freeman—Colorectal Cancer

Organization: Centers for Disease Control and Prevention, US Department of Health and Human Services

Time: 00:60

Aired: 3/29/15

Public Service Campaigns

WAAF raised funds for the Boston Marathon Survivors Fund

WAAF promoted and sponsored New Hampshire Runs with Boston, a fundraiser held at Boston Billiards in Nashua, New Hampshire on April 2, 2015. Greg Hill hosted and promoted the event on the Hill-Man Morning Show during the first quarter. The benefit raised over \$5,000 for the Boston Marathon Survivors Fund.

WAAF raised funds for various local families in 1st quarter 2015

WAAF and the Greg Hill Foundation raised awareness and funds for local families. Donations were made for members of the Boston Police Department who were affected by a recent shooting in Roxbury, including Officer John

Moynihan who was shot. Also helped, the Sum Family of Lowell who lost everything in a house fire.

WAAF promoted and sponsored military charity in 1st quarter 2015

WAAF and Mistress Carrie are raising funds in Concord at Tough Ruck 2015-For Our Fallen, a 26.2-mile trek in full military gear along the Battle Road Trail on April 18th. The money raised by Team WAAF will benefit the Military Friends Foundation.

WAAF promoted and sponsored various charity events in 1st quarter 2015

WAAF promotes and sponsors various charities with on-air mentions in the segment called "Give 'Em Hell-p." These PSAs highlight 1-2 charity events with which WAAF is participating.

WAAF website promotes charity work in 1st quarter 2015

WAAF's website continues to promote various charities by providing information to the community. WAAF's website links listeners with community events like Branch Street Fire Victims Relief Fund, Northwest Atlantic Marine Alliance's Rock the Boat Fundraiser, Joslin Diabetes Fundraiser at Antico Forno, Terramia and Cobblestone Restaurants, Boston Police Foundation's 2nd Annual Gala, Huntington's Disease Society of America's Dance For A Cure Fundraiser, Wediko Children's Services Climb for Kids—Boston Stair Climb, Buffalo Wild Wings Fundraiser for Muscular Dystrophy Association of Massachusetts, and Bringin' Down the House Music Education Program at the House of Blues.